

UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service
Washington 25, D. C.

Some Steps To Be Considered in Developing State and County Plans
of Work for a Sustained Educational Program or Campaign in 4-H
Club Work

On the State Level

- I. Preparation of an overall statement or background by State leaders; statement to include:
 1. Present status of 4-H work including enrollment, potential membership, personnel, staff, funds, program.
 2. Need for better education of adults as well as young people in 4-H philosophy and work.
 3. Objectives
 4. Quotas and goals
 5. General outline of a campaign plan of work and calendar.
- II. Meeting of State leaders with director and central staff to discuss overall statement, develop general program, and plan for the State.
- III. Meeting with director to consider needed increase in personnel, assignment of responsibilities to other central staff members, county extension agents, needed funds.
- IV. Meeting with extension editors and radio director to outline statewide plan of information service. Begin with result of II and III above and with articles based on I.
- V. Discuss I - II - III at district meetings of county extension agents and instruct in details of developing county campaign plan.
- VI. Supervisors will work in counties needing help most, and help county agent think through and develop work plan based on county's situation and needs.

County Level

- I. Conference of county and local club leaders, representatives of business and women's clubs, home demonstration groups or clubs, schools, PTA, churches, fair, agricultural associations, etc. to discuss status and the need for a sustained educational campaign, recommendations from the State level and the general plan of attack.
- II. Organization with above group of a county committee to consider recommendations and develop complete plan of work with extension agents.
- III. Local news notes on results of I - II above, including make-up of committee and general plans.
- IV. Agents organize complete mailing list as follows:
 1. Parents of 10-21 year olds on farms and in rural towns
 2. 10-21 year olds do
 3. Former club members
 4. Local and neighborhood leaders
 5. Officers of business and women's clubs, home demonstration groups, farm organizations, business houses, banks, schools and ministers
- V. County and local meetings of leaders to consider plan, organize and train for campaign.
- VI. News items covering above and giving names and location.
- VII. Circular letter with circular on 4-H Club Work, outlining overall statement and general plan of campaign. To all lists.
- VIII. Survey of all 10-21 year olds and parents to find answers to 10-12 questions bearing on situations and interests of former club members as well as potential new members. Survey made by local and neighborhood leaders.
- IX. News stories preceding and following above.
- X. News stories outlining objectives and general plans of campaign.
- XI. News stories of success stories of 4-H Club members.
- XII. News stories and circular letters announcing local meetings of parents and young people to discuss purposes, requirements and procedures in 4-H Club work.

- XIII. Local meetings with discussions by local leaders, club members and extension agents.
- XIV. News stories covering results of above.
- XV. County seat meeting of business men leaders, prominent farm leaders to outline campaign and obtain their active support.
- XVI. News notes concerning high points above.
- XVII. 4-H Club demonstration meetings attended by parents, non-club members, etc.
- XVIII. Meeting of county campaign committee to review progress to date and perfect plans for obtaining enrollment.
- XIX. News items on above.
- XX. Exhibits of 4-H Club work in local stores.
- XXI. Movie announcements and three minute talks on 4-H Club work and how to join.
- XXII. Circular letter to parents and 10-21 year olds with enrollment card.
- XXIII. News notes on above.
- XXIV. Review of enrollment obtained and then house to house canvas by leaders and members where no enrollment has been given.
- XXV. County committee meets with extension agents, local and neighborhood leaders to appraise results and outline location, leadership organization of local clubs.
- XXVI. Organization of clubs and planning the development of their work.
- XXVII. Full news stories on XXV and XXVI.

After this stage has been reached similar detailed proceedings should be worked out for the entire year to keep constantly before parents, the non-club members, the schools, business and women's clubs and the public generally the work and progress of 4-H clubs in the county.

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Further Development of 4-H Club Work*

Mr. H. W. Hochbaum and Miss Gertrude Warren met with the Committee on Extension Organization and Policy in session at Washington, D. C., October 9, 1946, and discussed the further development of 4-H Club work. The following report on 4-H Club work was adopted:

There are several factors which impress many extension workers that Extension has an obligation to widen the general knowledge and appreciation of 4-H Club work, and to give more rural young people the valuable training this phase of extension work develops. Among these factors are -

1. The obligation put on Extension by the members of Congress who worked for the passage of the Bankhead-Flannagan Act, to very measurably increase 4-H Club Work.
2. The fact that there are many million rural boys and girls who are not receiving this training, or who get it for only a very short time.
3. The sub-committee on 4-H Club work of the Committee on Extension Organization and Policy has set the goal of 3,250,000 club members by 1950.

A sustained educational program, and not merely more publicity is needed. Such a program should bring about a far greater understanding of the 4-H Club objectives, program and methods, and the place that 4-H work holds in the extension organization and program. This educational work should be directed especially to develop sympathetic understanding and support on the part of the parents of boys and girls of club age as well as these boys and girls themselves. The program would bring about wider support of more local leaders and sponsoring committees as well as affording them better training. Moreover, there is a big job to be done in training the large number of newly appointed extension agents in the objectives and procedures of 4-H Club work, and to win their active leadership in expanding and carrying on this type of extension work. Then, too, the general public needs to better understand 4-H Club work as a widespread program directed by the Extension Service and the State agricultural colleges.

Such a program using every available resource of personnel and extension means and devices would be planned to extend over a period of three to five months before any large scale membership enrollment would be attempted. As a result, the actual enrollment should be increased measurably, and those who join would stay with 4-H Club work longer than many of them do at the present time.

*From minutes of the Meeting of the Committee on Extension Organization and Policy, Willard Hotel, Washington, D. C., October 7-9, 1946.